

## ABSTRACT OF THE DISCLOSURE

Systems for performing variable data printing are provided. An exemplary system includes a dynamic variable data print (VDP) workflow system operative to receive information corresponding to independent portions of a VDP campaign. The VDP campaign includes a design portion, a rules portion and a variable data portion.

5 The dynamic VDP workflow system is also operative to combine the information received to form a Personalized Print Markup Language Template (PPMLT) print job. Methods also are provided.